

September 19, 1985

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Thursday

Crain's Magazine of the Creative Process®

John McEnroe

The marketing of a controversial superstar shifts into high gear

Special Report

Grocery marketers meet new consumer needs

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Thursday

McEnterprise

"Nobody knows John McEnroe the person," says an exec at Advantage International. "They know him as this tempestuous tennis player, but we feel they want to know more." Even though he's been the top-ranked tennis player in the world, John McEnroe's private side is of growing importance—not only to McEnroe but to his father, John McEnroe Sr., who has handled his son's commercial endorsements since he turned pro in 1978, and to an increasing number of advertisers. See Page 5.



Cover photo by Vinnie Zuffante/
Star File

Designs

Package designer John Lister revealed grocery shelves' masterpieces, including early works by Nabisco, while he discoursed on package history, the European influence on juice containers and where the outre canned dog food school went awry. See Page 12.

New audience for Sears

Soviet shoppers are getting some new ideas on Christmas purchases. That's because Sears, Roebuck & Co.'s catalog was among the 312 books on display this month in an American exhibit in Moscow. See Page 60.



Special Report Grocery Marketing

Smaller portions, easy preparation and one-stop shopping are some of the things on consumers' shopping lists. Marketers are working to meet that demand. Starting on Page 15.

Presstime

Ogilvy taps Bowen

NEW YORK—Ogilvy & Mather Partners has named Gordon Bowen as its top creative director, succeeding Pieter Verbeck, who has moved to William Esty Co. as senior vp-creative director. Mr. Bowen formerly was vp-creative director at Bonneville Media Communications, the Salt Lake City-based in-house agency for the Church of Jesus Christ of Latter-day Saints.

Scali, French shop link

NEW YORK—Scali, McCabe, Sloves has acquired a major interest in Cascades, a \$15 million ad agency in Paris whose major clients include L'Oreal. The agency will be renamed Cascades/Scali, McCabe, Sloves.

Polaroid is back in shades

CAMBRIDGE, MASS.—Polaroid Corp. is introducing, via Cabot Advertising, Boston, optical frames that come with an attachment that converts them into fashion sunglasses. Polaroid, which still markets sunglasses overseas, left the U.S. sunglasses business six years ago when it dropped its Cool Ray-Polaroid line. Polaroid has made sunglass lenses only since then.

Japanese software rolls

TOKYO—Trading company JSE International this week is introducing dCHART as the first

Japanese-written business computer software marketed in the U.S. Wordtech, Orinda, Cal., will handle distribution of the graphics program. JSE currently has no U.S. agency.

P&G hikes indie spending

NEW YORK—Procter & Gamble, Cincinnati, boosted spending on independent tv stations 29% in the first half of 1985, compared with the same period last year, says the Assn. of Independent Television Stations. P&G's spending on indies hit \$102.8 million.

Health club pumps out spot

LOS ANGELES—Health & Tennis Corp., the health-club subsidiary of Bally Mfg. Corp., Chicago, early next month will break a tv spot featuring female bodybuilder Rachel McLeish. The spot, themed "Before you primp, you've got to pump," is part of the company's continuing celebrity presenter series, which already has included Cher, Brooke Shields and, currently, Joe Theismann. J. Walter Thompson USA handles.

Snappy car-rental move

BEACHWOOD, O.—Snappy Car Rental next month moves from the insurance-replacement market to
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Next Thursday: 100 Leaders

ADVERTISING AGE's annual Special Issue on the 100 Leading National Advertisers will be published Thursday, Sept. 26. Regular features of Ad Age Thursday will resume Oct. 3.



Sam Chwat, founder and director of the New York Communication Center, teaches dialects from British to Yiddish.

The rising wizard of speechmasters, Sam Chwat's hot

By Lenore Skenazy

How does it feel to be the only silent star of the '80s? On the talk show circuit for her starring role in "Greystoke," Andie MacDowell grew to expect such snipes. Her strong southern accent had been dubbed over by Glenn Close, leaving an easy target: The stunning beauty fit to be seen, not heard.

"Hello?" Today when she picks up the phone, MacDowell answers like a native of Walter Cronkite's hometown. No "Ah" for an "I." No "trial" for "trail." In "St. Elmo's Fire," that's her own voice: Mid-American as the corn belt. And on the L'Oreal Riche commercial, that's her voice again. Fr-r-r-ench as foie gras. The modern-day Liza Doolittle had simply had enough. She paid a visit to the modern day H. Higgins, Sam Chwat.

Chwat, founder and director of the New York Communication Center, teaches dialects from British to Yiddish. As in MacDowell's case, he also specializes in eliminating them—or, rather, replacing regional rifts with what he calls the "general America accent," a nondescript, easily understood English "developed between Madison Avenue and Hollywood."

Actors of stage, screen and commercials come to Chwat's \$40-an-hour one-on-one sessions, anxious to turn "The opportunity of a lifetime" into "Zee oappertunitee of zee life!" or even, "Da oappatuniddy of youze life."

Despite his staff of 36, Chwat never set out to run this glaurom business. A licensed speech therapist now getting his doctorate at New York University, he began his career teaching speech to a gamut of needy patients, from stroke victims to deaf children.

Then, one day, an executive he knew asked him a favor: He wanted to promote his employee into a high-visibility position. "but he has a Spanish accent." The fellow wondered if Chwat, a speech specialist, could "clean up" the employee's diction.

Chwat tried and realized he could. In fact, it was a lot easier than his therapeutic efforts: This student had excellent hearing, good intellect and a keen desire to learn. Unlike working with the disabled, "You could see the results every single session." Chwat got excited, as did the corporation, which started sending him a steady stream of students.

Next, explains Chwat, came the talent agents. If their client was up for a Shaw play—or silver-polish commercial—they'd send him to Chwat for Queen's English lessons. Occasionally, says Davian Littlefield of New York's J. Michael Bloom talent agency, the ad agencies themselves will send a student. "They may have found an actress with a very womanly presence, perfect for a perfume commercial, but on tape her ps pop and sizzle." Not after a visit to Chwat.

Eventually, the therapist found himself coaching the entire crew at Chippendale's, New York's famed male strip-tease joint. "Because of their exposure—so to speak—they have a good chance at getting disco-"
(Continued on Page 61)



Once muted by her southern drawl, Andie MacDowell now speaks for herself.

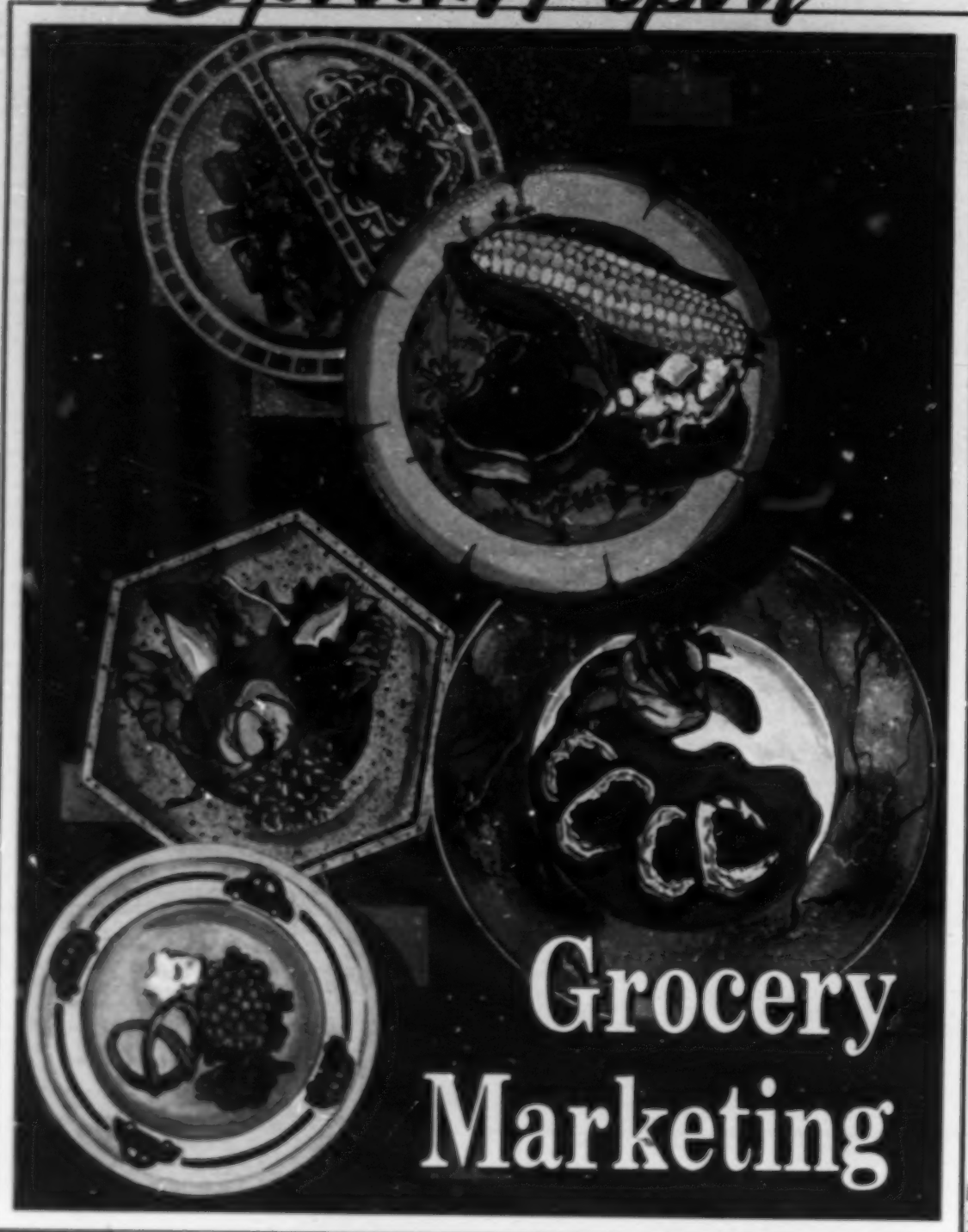
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Special Report



Grocery Marketing

Catering to different segments

By Mary McCabe English

You can't just pass the meat and mashed potatoes around the family dinner table anymore. The old-fashioned nuclear family isn't there to eat it and if they were, they'd probably want a lot more than pot roast to choose from.

Grocery consumers are changing with the times and grocery marketing is changing with them.

The new consumers are a diverse bunch, according to experts in the food industry. They are virtually everybody, not just

Mary McCabe English is a frequent contributor to Special Report and a grocery marketing watcher.

the stereotypical housewife but a number of other demographic groups, such as older people, singles, teen agers and men.

The old definition of the primary food shopper as an 18-to-49-year-old woman with husband at work and children in tow doesn't wash anymore, according to New York-based consumer researcher Judith Langer.

Because of changing social trends, such as people delaying marriage and childbearing, widespread divorce, the growing number of two-income households, the graying of America and the influx of ethnic groups, the profile of the typical grocery shopper has evolved from monolith to collage.

The new consumers' attitude toward food shopping is much

different from the attitude marketers have dealt with in past decades.

The profile of the typical grocery shopper has evolved from monolith to collage.

Today's shoppers still are concerned about price, but they also want to save time, and they'll pay

premium prices for convenience.

Health and nutritional concerns also play a big part in what today's shoppers toss into their carts, although more than one source, including the Food Marketing Institute in Washington, says nutritional concern has dropped in the past year.

Meat is still popular, despite a drop in red meat consumption, and beef and poultry were cited most often as favorite main course items in FMI's 1985 update of its continuing study "Trends/Consumer Attitudes & the Supermarket." For dessert, premium ice cream, gourmet cakes and candy are favorites.

Consumers also have changed where they eat. Today's consumers eat out more than ever. They

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Catering

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also graze rather than eat complete meals and, in many cases, rarely sit down to family meals.

Over-all, less is more when it comes to time spent preparing and buying food. New consumers regard the act of shopping as far less important than their predecessors did. They devote less time to it and use fewer lists, according to FMI studies.

In the words of Chicago food consultant and author Caroline Kriz: "People want their food preseasoned, prepackaged and precooked. They want it quick. Their taste levels haven't gone down, but their time has gone way down. And if they do have free time, they'd rather play tennis or go to the health spa than cook."

One of the most notable changes in who's doing the grocery shopping is along sexual lines. Because of divorce and the trend toward later marriage, men do far more shopping than in the past.

A study by Simmons Market Research Bureau, New York, found that the number of men doing food shopping increased nearly 20% between 1981 and 1984. A 1982 FMI "Supermarket Shoppers' Profile" agreed with the trend. It found about one-third of grocery shoppers are male.

This study, which FMI spokesmen say represents trends that have continued into 1985, pinpoints differences in the way men shop. For instance, men spend less time in stores, less money per in-store minute and less on weekly grocery tabs than women. They spend more per family member.

Men also plan and budget grocery shopping less than women, make less use of unit pricing, product freshness dates, nutritional labeling and newspaper advertising. They also appear to be less economy-minded and

more brand loyal, according to FMI.

Significant attitudinal differences also occur among various groups of women, with career women being most like men in their shopping habits.

FMI also notes differences between single and married shoppers. Research shows that although singles spend about the same amount of money per household member for food, they spend less time and less money per trip, per in-store minute and per week, which, FMI reasons, could mean that singles give less priority to planning and shopping in general.

Shoppers 65 and older tend to enjoy food shopping more and plan, use educational information and budget more than younger age groups.

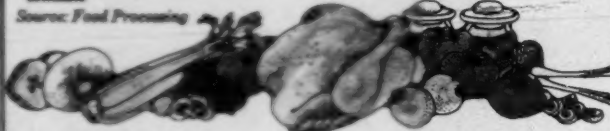
Another important piece in the collage that represents the new consumer is the continued growth of the Hispanic market, particularly Mexican-Americans. FMI predicts that by the year 2000, Hispanics, the second largest ethnic shopping group placed at nearly 15 million by the 1980 census, will be the larg-

Top 10 food companies

Company	1984 Sales (000,000)
1. General Foods	8,599.8
2. Beatrice	7,304.0
3. Dart & Kraft	6,660.4
4. IBP	*6,583.6
5. Coca-Cola	5,979.5
6. Anheuser-Busch	5,786.4
7. Nabisco Brands	5,747.1
8. PepsiCo	5,380.2
9. R.J. Reynolds	4,491.0
10. ConAgra	4,400.0

*estimate

Source: Food Processing



est ethnic group of shoppers, supplanting blacks.

In the July edition of Donnelley Marketing's newsletter, "Findings," Anthony Mercado, Donnelley's director of Hispanic marketing, predicts Hispanics will become increasingly important in the marketplace during

the next five years because of upward mobility and increased purchasing power as they work themselves into the U.S. economic mainstream.

All these factors have changed the grocery store product profile. The demand for convenient, one-stop shopping grows, and

Consumers not cutting back

Americans are eating more than ever.

According to Karen Bunch, an economist with the U.S. Department of Agriculture's Economic Research Service, the average person is expected to consume 1,431 lbs. of food this year (retail weight), compared with slightly more than 1,426 lbs. last year and 1,381 lbs. 20 years ago.

The 1985 forecast reflects increases in chicken, fish, vegetables and dairy products and declines in red meat and fruit.

The U.S.D.A. predicts a 2% drop in red meat consumption—150.4 lbs. per capita average, compared with 153.6 lbs. last year. Poultry consumption is ex-

pected to jump about 4% to more than 70 lbs. a person, in part because of a continued increase in broiler production.

Ms. Bunch says total per capita consumption of meat, poultry and fish is expected to average slightly more than 236 lbs., or only a half-pound less than the 1964 figure.

"Fruit consumption will decline about 1% in 1985 due to reduced supplies of most major fruits, particularly citrus," the USDA reports. "Despite higher retail prices, strong demand for fruit juice will keep consumption constant."

However, per capita consumption of fresh vegetables is ex-

pected to increase about 1 lb. Consumption of processed vegetables is likely to increase slightly as a result of drops in canned vegetables and offsetting gains in frozen foods.

Total per capita vegetable consumption is projected at 210 lbs., excluding potatoes, which should boost the figure to about 300 lbs.

Dairy products also are expected to grow during 1985. Ms. Bunch says per capita consumption in this category should rise anywhere from 0.5% to 1.5% to an average of 308 lbs. because of stable prices and promotional efforts by the dairy industry.

—M.M.E.

services and nongrocery items are booming, but it doesn't stop there.

For example, Dancer Fitzgerald Sample's "New Product News" has described 1985 as the "year of the beverage." At FMI's May convention in Chicago, "NPN" editor Martin Friedman said that during the past six months alone his publication had reported 25 new wine coolers, which he described as "yuppie soda pops."

Mr. Friedman also noted explosive activity in the fruit juice and hot beverage markets, with natural juice introductions and several new decaffeinated teas and coffees. Not to be ignored, either, is the revolution spawned by NutraSweet in the world of low-calorie soft drinks and adult powdered drink mixes.

Other hot categories pinpointed by Mr. Friedman include tofu-based items and—despite the American obsession with dieting—snack foods and frozen desserts, ranging from Dole's icy fruit sorbet to the status-rich Dove Bar.

Soup introductions are also up, ranging from Lipton's reduced-calorie line, Cup-A-Soup with crackers and Oriental line to Knorr's Homestyle soups, Seven-Up Co.'s freeze-dried Nouvelle soups and several items from Campbell, including Creamy Natural soups and a soup that goes into the microwave—container and all.

Mr. Friedman also highlighted what he sees as a move by food marketers to introduce fast food restaurant-originated products into supermarkets, ranging from chicken to pizza to sandwiches and salads.

"I predict we're going to see a speedup in this trend," he told the FMI conventioners. "Just as soon as you read about a new success in the fast food business, you'll see a similar product in the supermarket in six months."

Supermarket product departments continue to expand in at-

(Continued on Page 18)

In supermarkets, it's fresh vs. frozen vs. canned

Frozen food—entrees in particular—and fresh produce are top gainers and canned goods are a top loser in today's supermarket sweepstakes.

But a look at the latest consumption data for vegetables and fruit—the foods most easily compared as fresh, frozen and canned—shows that canned vegetables still have quite a way to drop before they hit bottom. Even though they are declining, the main contest for now is between fresh and canned, with frozen running a distant third.

In the case of fruit, the contest again is between fresh and canned, but canned is a distant second and, according to one food industry observer, frozen isn't even in the running.

"The decline in canned vegetables is really only in the last decade, and canned actually still dwarfs frozen vegetables, with fresh dwarfing both," says Rick Pfaff, exec vp of the American Institute of Food Distribution, Fairlawn, N.J. "So, even though

frozen is growing, it's still only a small percentage of the total vegetables consumed."

The institute's data shows average per capita consumption of fresh vegetables for 1980 to 1983 was 98.5 lbs., versus 46.7 lbs. for canned and 11 lbs. for frozen. The survey for 1970 to 1974 shows fresh at 90 lbs., canned at 52.2 lbs. and frozen at 9.9 lbs. The 1960 to 1964 survey shows fresh at 85.6 lbs., canned at 44.7 lbs. and frozen at 7.2 lbs.

If canned vegetables continue to decline and frozen vegetables continue their upward trend, the balance could shift, but, according to Karen Bunch, an economist with the U.S. Department of Agriculture's Economic Research Service in Washington, the decline of canned vegetables has begun to slow. A significant portion of the canned category should continue to hold its own, simply because it gets no competition from fresh or frozen, Ms. Bunch says.

"It's other things, like carrots,

green beans, peas, that are losing people to frozen. Or people are buying premium combinations of things like broccoli and cauliflower that aren't available

"Even though frozen is growing, it's still only a small percentage of the total vegetables consumed."

—Rick Pfaff
American Institute of Food Distribution

canned.

"On the other hand, certain canned things—like peas, corn, green beans—haven't really been big losers, because some

people prefer the way they taste canned. Beets are another canned favorite. People are still going to prefer canned on some items."

According to Mr. Pfaff, fresh is the big winner in the fruit category, with consumers eating six times more fresh fruit than canned. Canned fruit has done a steady nosedive over a longer period than canned vegetables.

The institute does not keep comparative data on frozen fruit consumption, Mr. Pfaff says.

"Canned fruit generally means apple sauce, peaches, pineapple, pears, fruit cocktail, and frozen fruit usually means strawberries, cherries and blueberries, a good portion of which is distributed in food service containers, rather than to individual consumers," he says.

Average per capita consumption of fresh fruit for 1980 to 1983 was 86.6 lbs., versus 15 lbs. for canned. Comparisons for 1970 to 1974 place fresh at 76.4 lbs. and canned at 21.4 lbs.

Comparisons for 1960 to 1964 are 81.3 lbs. for fresh and 22.9 lbs. for canned.

Ms. Bunch says declines have hit almost every type of canned fruit.

"Olives jump around and are generally upward, but everything else is declining," she says. "Peaches, for example, have come down by 50% in the last 25 years. Pineapple is also down, but not so much as peaches."

Ms. Bunch attributes the dramatic drops in canned fruit consumption to the year-round availability of fresh fruit plus the widespread introduction of several new types and strains that in the past were not available or were considered exotic and available only on a limited basis.

Mr. Pfaff says it will be interesting to track the long-term effect of "light" canned fruit, low-salt canned vegetables and ad campaigns for branded produce on vegetable and fruit consumption patterns.

—M.M.E.

Stocking up on specialty fruit

By Dave Galanti

Frieda Caplan had a hunch that consumers would never buy anything called a Chinese gooseberry.

Nobody had heard of the hairy, oval fruit that originated from New Zealand. So, after consulting with her importer, she changed the name to kiwi fruit and sales soared.

Today, so many people are familiar with kiwi that 16,600 tons were grown in the U.S. last year. Ms. Caplan's Los Angeles-based Frieda's Finest Produce Specialties is a major source of both domestic and imported kiwi, selling more than 100,000 10-lb. flats each year.

The kiwi is just one example of the growing popularity of so-called exotic, variety or specialty produce. Shoppers, particularly in areas populated by Asian, Latin and some European immigrants or trend-seeking consumers, are increasingly likely to see black radishes, jicama and lychee nestled next to the peaches and apples in their neighborhood produce stands.

Fruit consumption and production have been stable for the past few years, according to the U.S. Department of Agriculture.

Dave Galanti is a free lance writer and previous contributor to Grocery Special Reports.

About 25 million tons of citrus and noncitrus fruit was produced domestically in 1984, according to the U.S.D.A. About 4.1 million tons of apples were

seller in the U.S., according to a U.S.D.A. spokesman, but the agency keeps no production or consumption figures because bananas are grown outside the

say the increasing number of unusual produce items is adding needed sparkle to their fruit-and-vegetable sections.

"We feel it's an edge. A lot of consumers are looking for either familiar favorites from home nations or the new and exciting," says Mike Klackle, produce buyer for Dominick's Finer Foods in Northlake, Ill. "The consumer is also thinking fresh, and that leads to more exotic cooking. For those reasons, our company has made a commitment to marketing specialty produce."

Because of the increasing acceptance of specialty items, grocery distributors have added some exotic items to their availability lists, but few have had the national impact of Ms. Caplan, who through a combination of hunch and marketing savvy has been a leader in persuading produce managers and consumers alike to try unusual produce items.

Besides kiwi, Ms. Caplan has been in the forefront of marketing such specialty items as Jerusalem artichokes, which she renamed sunchokes to increase acceptability, and spaghetti squash. She was one of the first to market fresh mushrooms, now a staple on virtually all produce shelves, she says.

"Consumers are always willing to try something new," Ms. Ca-

plan says. "My hardest sell is always the local produce manager. And if we don't sell to the produce buyer, we can't get our product to the public."

Ms. Caplan generally has been successful. Despite losing more than 20% of her business a few years ago when she made the decision to get out of the mainstream fresh mushroom market, Frieda's Finest grosses close to \$12 million in sales a year, mostly on small volume sales.

A large grocery chain, such as Safeway Stores, might take an average of 30 Frieda items on a regular basis from Ms. Caplan's list of about 250. An average store within that chain might handle five to ten items labeled with Frieda's distinctive purple logo.

"We have the confidence of our retailers," Ms. Caplan says. "We deal with perishable items that vary widely in their storage life and the way they should be handled. In this business, you have to prepare the retailers to handle these items the best you can or you won't succeed."

Key to this preparation is a detailed marketing plan, Ms. Caplan says. Because not every specialty item can be marketed 365 days a year, Ms. Caplan says it is essential to keep in close contact with both growers and retailers, so the product can

(Continued on Page 20)



Karen, Frieda and Jackie Caplan of Frieda's Finest Produce Specialties have led marketing of exotic fruit.

produced last year, almost the same amount as the two previous years.

Bananas are the single best

country.

American consumers, however, are always on the lookout for something new, and grocers

Catering

(Continued from Page 18)

tempts to keep pace with the health and nutrition crowd. In-store salad bars are big and getting bigger, but the craze hasn't stopped with lettuce and tomatoes.

"From our perspective, we see fresh fruits and vegetables as one of the biggest growth areas in the stores," FMI vp Karen Brown says.

"At the same time, we see a growing interest and willingness on the part of the consumer to purchase all kinds of stuff that was considered exotic in the past but not now—things like kiwi and spaghetti squash," Ms. Brown says.

"Part of the reason consumers have been so adventurous is the big interest in health, but at least part of it is also the increase in the food preparation data being provided."

Information is important to the new consumers, and Ms. Langer predicts the continued growth of branded produce such as Sunkist oranges, Del Monte bananas, Dole pineapples and Campbell mushrooms.

Other products can enjoy a tag-along popularity, Ms. Langer says.

For example, dried fruit snacks positioned in the produce department are more likely to be perceived as healthy than if placed next to the potato chips and pretzels.

A similar analogy can be drawn for the "healthy" treats

category that has made granola a household word. Granola snack bars probably would have a tougher time hanging onto the good-for-you connotation in the cookie section than the category has in its usual location near hot and cold cereal.

Frozen foods also are experiencing tremendous popularity these days, especially the low-calorie and gourmet entrees that gratify consumers' desires for convenience and weight control.

Food industry observers believe that part of the category's continued growth will come from modifications to existing products; for example, packaging changes that would provide products to various taste or

health requirements, such as low salt or low fat versions.

Ms. Kriz and Ms. Langer both predict that technological improvements in food composition and packaging will make frozen convenience foods "convenient"—even without a microwave—as consumers continue to give ease of preparation a priority in their food purchases.

"I'm talking about things like partially frozen products that are designed to defrost more quickly," Ms. Langer says, "and more use of aseptic packaging."

And, says Ms. Kriz, whose latest book is "Cooking For Men Only," "the ultimate convenience of more foods that are prepared, packaged, cooked, eaten in the same container

... then throw it away."

Ms. Langer also suggests that packaging changes resulting in simpler, more easily deciphered graphics would be welcomed by many consumers.

Looking at how retailers cope with today's consumers, Ms. Langer says grocery stores are faced with satisfying shoppers who are not particularly brand loyal or store loyal and are in a hurry, and as a result, the stores will have to do more to lure customers.

One-stop shopping convenience with many services or a key combination of services tailored to the locale will continue to be a big draw. But it goes beyond that, she says, when dealing with customers so averse to

long lines that they will pay higher, convenience store prices to save time.

"I really think a lot of supermarkets have abused their shoppers by subjecting them to long lines and checkers who are talking about their dates the night before instead of paying attention to customers. These are a couple of things that make today's shoppers angry," she says.

"In today's marketplace, which is so loaded with variables, they're going to have to get more competitive to succeed. They're going to have to differentiate on some basis other than price, which, I realize, some chains are already making an effort to do.

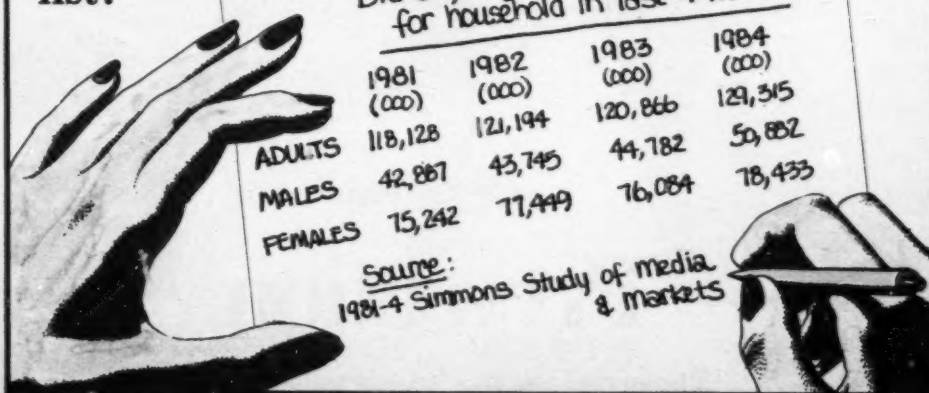
"For one thing, I think there'll be a continued move toward later store hours.

"Also, with certain staples in particular, wouldn't it be nice if they could be delivered every week? I mean, is it really necessary for me to go into the store every week to pick up toilet paper and kitty litter? Or, why not some system that would allow you to order ahead and have it waiting for you at the store?"

And for shoppers who prefer to visit the store, she suggests more visible, easily followed, complete product directories. She sees the possibility of computerized product directory consoles that would provide customers with the aisle number and section at a touch.

"Consumers today welcome anything that helps them save

Who's making the grocery list?



Chiquita Brands is branching out

By Kate Bertrand

Chiquita. The name summons visions of a castanet-clicking Latin beauty in a Carmen Miranda head-dress.

But once you get past the beat, the Chiquita name signifies fresh fruit, a reputation earned over decades of advertising fresh bananas.

Drawing on the strong name recognition and in response to an increasingly nutrition-conscious market, Montvale, N.J.-based Chiquita Brands, a subsidiary of United Brands Co., is expanding into the consumer package-goods market.

Determined to ride the wave of frozen fruit-and-juice bar popularity, a market estimated at \$185 million, the company introduced Chiquita Pops in Phoenix, Ariz.; Denver, and Atlanta in mid-June. The product since has been launched in about 25% of the U.S. market.

According to Burton J. Rubin, group vp-general manager of Chiquita's consumer package goods

division, the company will roll out Chiquita Pops nationally in 1986.

As the first of a line of new

based products. The company's consumer package goods division, established in April, eventually will introduce other frozen-dessert products, as well as juice-based beverages and fruit-based snack foods, according to Mr. Rubin.

The future of the product rides on the strength of the name. To determine what the Chiquita name means to consumers, the company last year commissioned New York-based Yankelovich, Skelly & White to research the issue.

"The results indicated that the Chiquita name has a 93% recognition awareness factor among consumers," Mr. Rubin says. "The name means bananas and more—quality, trust, fun, excitement." Fun is an important part of Chiquita Pops' concept and advertising, he says.

The product, which comes in strawberry, pineapple, orange-pineapple and strawberry-banana, is supported by a comprehensive advertising and promotion program that includes tv, print ads, couponing and sampling.

"Our primary target is 25-to-

Tropical Times

WEATHER: Sunny and pleasant every day. Clear nights. Copyright 1985, United Brands, Inc.

NEW TREAT DISCOVERED IN TROPICS

In an exclusive interview, Mr. Cruise, the legendary castaway, spoke glowingly about his new discovery, Chiquita Pops, which are now available in America.

"A fine treat for the whole family," he declared. "They can be served in four different flavors—Strawberry, Strawberry-Banana, Orange-Pineapple and Pineapple."

"All are 100% natural and pure. Each is real fruit and juice frozen on a stick."

"And with the 25¢ off introductory coupon, it becomes even easier for everyone to enjoy this refreshing fruit treat from the tropics."

New from Chiquita!

SAVE 25¢ ON ANY FLAVOR CHIKUITA POPS 8 BAR BOX.

74904 200032

Chiquita Pops ads began appearing in mid-June.

consumer package goods, the pops reflect Chiquita's interest in developing natural, fruit-

Chapter XIV
SURROUNDED BY MY TREASURES

"N, WHAT a comfort it is to have the necessities of life in store on my island. Much did I remove from the shipwreck. But by no means does this accommodate all my needs. Thus, I have my supply of Chiquita Pops which Friday delivers to me regularly. He brings me Strawberry, Pineapple, Strawberry-Banana and Orange-Pineapple. They're all favorites of mine, and all proudly bear the name Chiquita, which I do highly esteem. Real fruit and juices frozen on a stick, and all pure and natural."

"What a wonderful tropical delight! What a refreshing treat! I prophesy they will be equally popular two centuries hence. People of the new world will be as refreshed as I am by this cold treat, as I am by my tropical island."

chiquita pops

A Robinson Crusoe theme was used in Chiquita Pops print and tv advertising from Cato Johnson.

54-year-old females with children. Yuppies are also part of

our audience, but mothers pro-
(Continued on Page 20)

time," Ms. Langer says.

To reach the new consumers, food product marketers are using old ways—advertising in newspapers and on tv and radio—and new ways.

Actmedia Inc., Westhampton, N.Y., and Darien, Conn., is trying to make it big with in-store advertising designed to reach consumers when their mind is

on groceries—while they are shopping.

Bruce F. Failing Jr., Actmedia president, says major food packagers such as Procter & Gamble, General Foods, General Mills, Kimberly-Clark, PepsiCo and Quaker Oats Co. are already among the clients advertising in some 7,700 supermarkets in about 52 U.S. cities.

Actmedia's programs were launched in 1974 and include the placement of advertisements on supermarket shopping carts and aisle directories, the distribution of cents-off coupons, product samplings and demonstrations.

Mr. Failing calls in-store advertising a natural for today's marketplace.

"You can't just go out and buy [through advertising] the women 18 to 49 years old anymore," he says. "So, whom do you make your target audience? And then, after you've determined who that is, where do you go to reach them? A good mix on national tv used to work, but not anymore."

"By definition, the person in

the store doing the shopping is the target. So we've not only solved that problem, but our cost per thousand is only about 80 cents compared to \$9.30 for a 30-second commercial on prime time tv."

From the media mix to the product selection, food marketers are changing with the new consumers.

If you think teen shopping starts and stops with clothes, toiletries, records and tapes, think again.

More than three-quarters of the 14 million-plus teen girls in the U.S. shop for groceries, spending about 40% of their families' food budgets, or about \$17 billion in 1985, according to Allan Kalish, research director for *Seventeen* magazine.

The *Seventeen* 1985 Rand Youth Poll indicates that 60% of 13-to-19-year-old girls do family food shopping "quite a bit" and an additional 28% do it "occasionally."

Additional information gathered by *Seventeen* last year notes the same group spends an average of 1 1/4 hours a week grocery shopping for the family.

Although the teen population has been on the decline in terms of sheer numbers since the 1970s, their food market influence and spending power have increased because of demographic changes.

For example, *Seventeen* food director Olga Rigsby says, "Two out of three of the mothers of

Teens push the shopping cart

teen girls work outside the home, and this figure is constantly going up."

Another reason behind the trend is the divorce rate.

"I think one of the most important factors for the advertiser to know about the teen age girl is that the working mother is making her into the family shopper and cook at the same time," Ms. Rigsby says, adding that about 82% of all teen girls do some cooking at home.

"So if there's a teen ager at home, she leans pretty heavily on her, and the girls are doing quite a bit of decision making and brand selection. So they're an important market that should not be overlooked, because they're setting up patterns and establishing product preferences that they'll stick with for life."

"When I came to *Seventeen* many years ago, they used to call the girls 'the home makers of tomorrow,' but now they've become 'the home makers of

today,'" Ms. Rigsby says.

Rena Bartos, a senior vp at J. Walter Thompson USA, New York, says 72% of teens cook and 60% bake "including high percentages of both girls and boys." According to Ms. Bartos, nearly half of all teens say they grocery shop "quite a bit."

"Most teen shoppers make out grocery lists, and their influence in brand decisions is considerable," she told the Food Marketing Institute's convention in Chicago last May. "It is almost on a par with their mothers."

Elaborating on the demographic changes, Ms. Bartos says, "Only 27% of teen agers live in a traditional household where mom stays home and dad goes to work." As a result, "there is now both the need and opportunity for teens to do more for themselves and their families."

It's not only the teen ager pushing a cart down the supermarket aisle who affects grocery decisions. Researchers say children of all ages play a significant

role in influencing their parents' food store purchases—from teens to the tots who ask for specific soft drinks, cereals or even pet foods they see advertised on tv.

According to Ms. Rigsby, advertisers will find the 13-to-19-year-old female audience a highly receptive one. This group is also extremely brand loyal, she says.

"We have found that they are very eager to try new products and are very responsive to advertising," the *Seventeen* food director says. "Surveys that we have done show that our readers perceive the nationally advertised brands as more nutritious, higher in quality and a better over-all value against store brands and generics."

Ms. Rigsby says a Yankelovich, Skelly & White study done for *Seventeen* found that "a significantly high" percentage of former readers, surveyed in their 20s and 30s, still were buying the same brands they had begun

using as teens.

Ms. Rigsby says *Seventeen's* audience is particularly receptive to food ads that tie in with fitness and health.

"This, of course, is very tied to their interest in beauty," she says. "Our readers are very interested in lower calorie-100% natural advertising. They're very, very responsive to this kind of ad pitch."

This early shopping experience may influence the future shopping profile of the general population.

"I think what we're going to see is a much more educated consumer," Ms. Rigsby says. "I think this early training in shopping is going to make for a much more discriminating, educated, demanding shopper... better able to read and evaluate labels and make better, more informed decisions."

"These young people are going to be faced with so many more options than the consumers of the past because of the explosion of new products, but the early training will help them to sort things out."

—M.M.E.

Stores skew styles toward shoppers' needs

By Debra Kent

Billy Joel's "Uptown Girl" blasts through the speakers as a boisterous rock deejay broadcasts on location. Young women and men eye each other across the bar. Some connect while others go home still unattached, and more than a few dance in the parking lot on this balmy September evening.

It sounds like a typical night on the singles scene, but the bar in this case is the kind that stocks bean sprouts, not beer. The locale is a Stop & Shop supermarket in Cambridge, Mass.

The 1983 event was dubbed "singles night," and by 10 p.m., as many as 2,000 young hopefuls had ventured through the store's portals. Some came away with phone numbers. Many more left with groceries.

The 120-store Stop & Shop eastern chain has identified several growing consumer segments and is determined to address

Debra Kent is a general assignment free lance writer.

their needs. The chain is not alone. Around the country, grocery retailers are trying hard to match their marketing and store design to the needs of various

"The one common denominator that keeps emerging is the growing demand on people's time."

—Jack Baen
Stop & Shop

new grocery shoppers.

In college towns such as Cambridge, the Quincy, Mass.-based Stop & Shop hopes to lure the single population with special events and an expanded variety of individual-portion packages.

In communities with a signifi-

cant senior clientele, store managers arrange for special transportation to and from the stores and emphasize low-sodium products.

Stop & Shop, like many chains, uses broad strokes to market to the swelling ranks of young professionals, working women, two-income families and male shoppers. It groups them under the umbrella of time-stressed consumers and appeals to them with mammoth, full-range stores.

"The one common denominator that keeps emerging is the growing demand on people's time," says Jack Baen, vp-marketing for Stop & Shop. "That's true of working women, men, even teens. The only ones that aren't in a rush are the older shoppers."

"Three years ago we started building superstores and that's all we open today," he says. "By the end of the decade, we'll be a superstore company."

The 20 super Stop & Shops average 60,000 sq. ft. and offer a full range of products and services geared to one-stop shop-

ping, including fresh seafood and hot takeout departments serving such fare as pizza, spare-ribs, sausages and chicken.

The sprawling frozen food

tive products, toys and discounted books. All stores except those in Massachusetts, where it's illegal, have pharmacies, and the newest units have videotape



Store 24, Waltham, Mass., updated its design to help reach today's consumers.

sections are packed with 30% more product than three years ago, and the bakery is another area that's "growing like topsy," Mr. Baen says.

The large nonfood division includes greeting cards, automo-

rentals.

To speed its time-stressed customers through the checkout, each superstore is equipped with 20 electronic scanning registers. All the chain's superstores are

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Small chain stocks education

By Sharon Donovan

An aggressive independent supermarket chain nestled in the heart of the sultry, swampy southeast Louisiana bayou country has found a way to capture its mostly blue-collar

Cajun customer.

A series of educational seminars and programs, designed to give customers new ideas about food, cooking and other things, has generated higher sales and community-spirited pr, say executives of Thibodaux, La.-based Rouse Stores.

Larry Henderson, general manager of Rouse's Houma, La., store and the program organizer, considers the seminars a public service. "Educated customers know exactly what to look for and are very appreciative," he says. "I believe an educated consumer makes a better customer."

Annual sales at Rouse's, a family operated chain of four supermarkets within about a 20-mile radius of each other, are about \$50 million.

The stores, ranging in size from 18,000 to 40,000 sq. ft., are run with the help of founder Anthony Rouse's six children, ranging in age from 20 to 35, who are among the company's 400 employees.

The one-day seminars are held about four times a year and most have different themes. The total cost of the program is less than 1% of the undisclosed marketing budget, according to Mr. Henderson.

One of the company's recent successful programs covered various cuts of meat, preparation and tips on using cuts efficiently. Customers also were taught about the grades of meat as defined by the U.S. Department of Agriculture and the techniques of raising animals for slaughter. To round out the show, they were given tastes of

different types of meat, from beef to veal to venison.

The seminar was followed by a presentation on microwave cooking and one on Cajun cooking.

The stores generally call on experts to give the programs. The meat seminar, for example, was conducted by the Iowa Beef Processors, one of the country's largest meat packers. The Cajun cooking program was delivered by world-renowned Cajun chef Paul Prudhomme.

These educational seminars are supplemented occasionally by a more entertainment-oriented seminar. One of these highly successful shows featured well-known Louisiana-born humorist Justin Wilson, and another incorporated a fashion show with a "Color-Me-Beautiful" session at which the store served complimentary wine and cheese.

Frequently, these shows attract crowds exceeding the 200 seats set up in the 40,000-sq.-ft. Houma store. To stage the productions, merchandise shelves are dismantled and a stage is erected.

The programs disrupt the store routine, Mr. Henderson says, but in an industry where customer convenience is a key to success, he does not hesitate to do that for a few hours every quarter. In return, he hopes to generate community notice and good will that will pay big dividends.

"Without customers it doesn't really matter how convenient or accessible the store is. That alone does not win customers. You have to get people inside, where they can see the quality of the store and its merchandise," he says.

Problem: Inserting in-pack coupons slows down the production line and involves a capital expenditure, which later gathers dust in the plant.



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The Cooperative Marketing Company

Sharon Donovan is an ADVERTISING AGE correspondent in New Orleans.

Stores

(Continued from Page 22)
open around the clock.

Albertson's Food Centers in Boise, Ida., is another advocate of the behemoth store as the best tactic for coping with America's changing buying habits. "We really believe in big stores because they do appeal to everybody," says Gary Michael, vice-chairman of the board for the 443-store chain.

Albertson's attracts teen age girls, for example, with a generous selection of cosmetics from companies such as Revlon and Max Factor. Convenience-minded shoppers have helped Albertson's triple its frozen foods sales during the past 10 years; the department's inventory was increased 30% as a result.

The chain shoved out many of its in-store restaurants to make room for salad bars three months ago. "We saw other people doing [salad bars]," Mr. Michael says. "The more we studied the market—the two-worker families, older people, the diet conscious—the more we realized the potential of a salad bar."

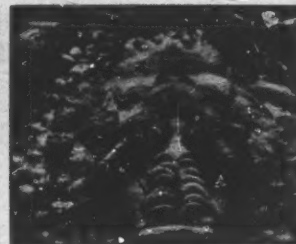
He says the chain was slow to pick up on the trend. "We wish we'd started earlier. We kind of missed the boat."

"The range of supermarket services continues to broaden to meet the needs of consumers who want convenience," says Larry Schaeffer, editorial director of *Progressive Grocer* in Stamford, Conn.

Nine per cent of all supermarkets, he says, have automated teller machines and their numbers are increasing dramatically. Debit transaction systems at the



Edwards Food Warehouses pushes quality in its ad campaign from Hill, Holliday, Connors, Cosmopolos.



checkout are undergoing widespread testing. "The extreme is Marsh Supermarkets in Yorktown, Ind., which is putting a travel agency in one of its prototype stores."

Mr. Schaeffer stresses, however, that not all chains opt for the mega-store strategy because not all care to appeal to the widest swath of demographics and

psychographics. "Stores are getting away from the idea of trying to be all things to all people. It just doesn't work these days," he says.

"In the last few years, the supermarket industry has begun to segment its formats. In today's environment, 'nichemanship' is paramount. On one end you have upscale offshoots like

Daitch-Shopwell's Food Emporium in New York and Tom Thumb's Simon David in Dallas. On the other end you have the bare-bones, limited assortment warehouse store targeted at the price-conscious shopper."

But even some warehouse grocers believe that benefits such as convenience and quality may weigh more heavily than low

price. Edwards Food Warehouses, a 14-store East Coast division of First National Supermarkets in Cleveland, hopes to capture the time-stressed, quality-oriented customer with its service delicatessens and bakeries.

"Customers won't go an extra mile to get a nickel less on Pepsi, but they will go an extra mile to get bread that's freshly baked that day and a nickel less on Pepsi," says Christine Miller, senior vp-managing director of Hill, Holliday, Connors, Cosmopolos, New York. "We don't think price is the only thing that motivates people."

With that point in mind, Hill, Holliday launched an ad campaign to push Edwards' quality story to the fore. "We show that Edwards goes to great lengths to

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Independent, in-store bakers battle

It weighed 35 lbs., had green icing outside and strawberry filling inside. And anyone familiar with geography recognized it immediately.

John Kino and several fellow bakers made a pilgrimage to Trenton, N.J., last February to present his edible model of New Jersey to Gov. Tom Kean.

The occasion was National Retail Bakers Week, and the cake generated a mayoral proclamation as well as a plug or two on local radio.

But it probably will take more than tactics like these to fortify independent bakers against their supermarket counterparts pursuing the convenience-minded new consumers.

"I don't think you can fight the supermarkets," says Mr. Kino, owner of four Wyckoff Quality Bakeries in New Jersey. "I don't bother the supermarkets and they don't bother me."

The trade association that provided Mr. Kino with the promotional materials for his New Jersey-shaped cake presented the same materials to his in-store rivals. Much to the pained dismay of its independent baker members, the Retail Bakers Assn. of American embraced supermarket bakeries 15 years ago.

But only recently have the independents relaxed their animosity to teeth-gritting resignation. "More and more are beginning to realize that the in-store

bakeries are here to stay," RBAA administrative director Peter Houstel says.

In 1980, there were 15,678 retail bakers, according to the trade magazine *Bakery Production and Marketing*, compared with 9,400 in-store operations. By 1984 those figures had risen to 17,000 vs. 15,030 and the 1985 estimates are 17,580 vs. 17,284.

Similarly, retail bakers accounted for \$3.1 billion in sales in 1980, vs. \$2.1 billion for in-store operations. Last year the figures were \$4.1 billion compared with \$3.7 billion and the 1985 projections are \$4.5 billion vs. \$4.2 billion.

The independent baker was hurt in 1974 and 1975 when the price of sugar and shortening skyrocketed and the U.S.-Soviet wheat deal drove ingredient costs to dizzying heights. Unable to sell their goods at competitive prices, many small bakers closed.

"Supermarkets saw an opportunity to jump in and they did," says Carol Merea Krcakey, former baker and retail editor with Gorman Publishing Co.'s *Bakery Production and Marketing*, Chicago. Development of frozen baked goods and gradual product sophistication helped supermarkets get a firmer footing.

Though quick to stress that both retail and in-store segments are doing well as a result of a renewed interest in baked goods, *Bakery Production and Marketing* editor Ed Lee says the convenience of in-store bakeries is a powerful draw for today's time-stressed shopper.

"After all, they're going to the supermarket ostensibly for one-stop shopping," he says. "If they can buy hot french bread in a supermarket, it only gives them greater reason to do their bakery shopping there. From a convenience standpoint, the in-store bakery has cut into the retail business in certain sectors of the country [like the Far West and Southwest]."

Mr. Kino in the Northeast has prevailed against the turning tide. As his peers shutter their stores or lose half the business to in-store outlets, Mr. Kino and his co-owner and wife, Hannah, have done well with Wyckoff

Quality Bakeries, a small chain that specializes in ornate cakes and traditional pastries.

Of his 150 employees, more than 100 are in sales. His bakers are all professionally trained, he says. Far from the traditional image of breadbox-sized bakeries, Mr. Keno's stores are

"More and more [independent bakers] are beginning to realize that the in-store bakeries are here to stay."

—Peter Houstel
Retail Bakers Assn.
of America

large enough to require a paging system. He takes business holidays to places such as Australia where he brings back recipes for things such as plovlova, the national dessert of New Zealand.

But this good life is relatively new to Mr. Kino. He went bankrupt once, in debt to the bank for \$200,000 in mortgage money, not to mention the \$52,000 he owed the flour company.

"I shined up my key for the guy. I told him to take my business; I'd work it off by driving his truck. He told me to keep the key. I worked day and night to pay him back," he says.

John Kino has little patience with supermarket bakeries. At one association meeting he was astounded to hear a supermarket baker boast of his 30% minimum profit margin and an ingredient cost of 20%.

"I went over to him," Mr. Kino says, "and I said, how can you possibly have an ingredients cost of 20%? He said, 'Well, I get eggs and butter from the dairy department, I get my mixes from the grocery section....' After five or six meetings I stopped going."

—D.K.

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Stores

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get the best produce, fresh fish, the best deli," Ms. Miller says.

The tv spot was designed to accommodate announcements of weekly specials. The campaign theme line is: "The best of everything for less than anyone."

Arthur H. Klawans, managing director of the National Food Distributors Assn. in Chicago, agrees that the convenience-plus-quality equation has become a supermarket's most powerful message. The explosion in upgraded frozen dinners, he says, is proof that convenience and quality are no longer mutually exclusive.

"The old tv dinner was rubber chicken, concrete peas and polyester potatoes. Today frozen meals are all very edible, low in calories and healthy." He says that 20 years ago dry grocery items dominated supermarket sales; today, refrigerated goods, from meat to salad bars, account for up to 80% of the business.

"The young professionals and working women just don't have all that much time," Mr. Klawans says, "but here, as of their better educa-

tion and worklives, they want better food. Yuppies may have been raised on McDonald's, but they don't want to eat it when they get home."

Many supermarkets have used health and beauty aids, as well

as better food, to attract the young professionals. "They're a generation that has expectations, and they're looking for immediate gratification," says Donna Italiano, executive editor of the video magazine "HBA

Perspectives" in New York, a food marketing broadcast. "Superstores carry prestige fragrances and color cosmetics to appeal to that impulse."

The Lucky Southern division of Lucky Stores, Buena Park, Cal., hopes its emphasis on quality perishables will attract the young professional. The 271-store chain defines its typical customer, however, as a female 24 to 54 years old, low to middle income. Within that segment, the Hispanic population is growing dramatically, according to Dick Frederickson, vp-director of marketing.

While acknowledging the challenge of attracting the young professional, Mr. Frederickson says Lucky has a better chance of succeeding now that its three-year transition into quality perishables is complete. Based on the findings of four outside research and consulting agencies, Lucky moved its produce to the front of the store, expanded the area's square footage and spiffed up the look through the displays. The chain also developed service bakery and deli departments and improved its meat presentation.

Like many stores, Lucky finds it impractical to fragment its target customer beyond one or two subsegments. "We've identified more singles and more male

(Continued on Page 28)

Top 10 grocery chains

Company name	1984 sales (\$000)
1. Safeway	\$10,642,200
2. Kroger	10,922,891
3. American Stores	12,116,793
4. Lucky	9,236,529
5. Winn-Dixie	7,302,360
6. A&P	5,878,286
7. Albertson's	4,735,724
8. Supermarkets General	4,346,680
9. Stop & Shop	3,247,298
10. Grand Union	2,550,000*

*estimate
Source: Progressive Grocer

All you can eat—and more

Percentage of supermarkets offering the service through 1984

Carryout foods
60%

Service deli
52%

Bakeries
49%

Floral
43%

Hot take-out
39%

Service meat
35%

About 1,700 stores polled
Source: Progressive Grocer

Coupon machines on the cutting edge

Clipping coupons may become a lost art if coupon-dispensing machines take off as fever of the new grocery consumers clip coupons than their predecessors.

About 50% of all consumers surveyed by the Food Marketing Institute, Washington, say they use clipped coupons "pretty much every time they shop, or fairly often," according to FMI's 1984 Trends report, slightly lower than previous years.

Demographic watchers are interested in FMI's subsequent findings: Among male shoppers—an increasingly significant group—only 31% say they use coupons "pretty much every time they shop." Of women who work outside the home, 46% of those polled say they almost always use coupons, compared with 55% of women who don't work outside the home.

Leslie Payne is one of those working women who says she doesn't have time to clip coupons. "You get the paper on Sunday, there are hundreds of coupons. I don't even bother. Who has the time?" But Ms. Payne, assistant to senior vp Dick Salmon of New York-based Malmarkets, thinks she would have time for a new coupon-dispensing machine developed by the Adtronics division of Promosystems, Jamaica, N.Y.

Malmarkets, parent to 18 Mail Writs Foodtown stores, is one of seven supermarket chains testing Adtronics' coupon-dispensing machine.

Other companies include Pathmark Supermarkets, Grand Union Co. and Finest Supermarkets, all on the East Coast.

By dispensing coupons at the point of purchase, the coupon machine may be the harried shopper's convenient alternative to clipping coupons. But even more important, Adtronics vp-marketing Walt Stern says, the machine offers manufacturers less misredemption and controlled liability.

"I don't know if it will help retailers address any particular segment of the market," he says, "but it will be another innovation that marketers have to offer. It's not going to eliminate waste and misredemption, but it will certainly cut it down."

By modifying an automated teller machine, Adtronics has created a machine that prints coupons on request; preselected, preprinted coupons also can be dispensed.

Using a magnetic-strip card, supplied by Adtronics for the machine, a customer can select coupon offers from a series of menu screens.

The machines can be programmed so that once a coupon is selected, it disappears from the screen, limiting distribution to one per customer. If the customer forgets to take the coupon it is drawn back into the machine.

"Chain executives decided to test the machine because customers are so coupon-oriented," Ms. Payne says. "I guess we felt that customers would go into the stores to get the free coupons and we could build traffic."

Among the brands included in

the August-September test are Keillogg's Whitney's yogurt, Bristol Meyer's Numin pain reliever, Ben Roll-On antiperspirant, Lipton ice tea, Hebrew National franks and Marcal bath tissue.

For their involvement in the series of four two-week flights,

The coupon machine is "not going to eliminate waste and misredemption, but it will cut it down."

—Walt Stern
Adtronics

marketers pay the face value and a handling charge for each coupon redeemed. There is no other charge during the test, Mr. Stern says.

The test will attempt to measure, among other things, coupon price sensitivity. "We want to see if redemption levels are comparable with there is a differential of a dime," he says. "We want to show manufacturers that they don't have to offer huge discounts on in-store coupons. Ten cents off a free-standing insert isn't worth a dime just to spend the time cutting out the coupon. But if you walked in the store and saw 10 cents off on

a dollar item, you might say, why not?"

Intercept surveys conducted by Beta Research in Syosset, N.Y., will determine what percentage of customers are taking the coupons.

"There's definitely a place in the market for a vehicle like this," says Howard McKay, vp-sales for Seven Oaks International, the coupon redemption house in Memphis, Tenn. "We're all waiting for the first one that really works," he says, alluding to the Adtronics' predecessors that either went bankrupt or never made it off the ground. He says he is not familiar with Adtronics' system.

Mr. McKay is enthusiastic about coupon machines joining forces with scanning technology to put tighter controls on misredemption. At least one supermarket chain, Wegman's in Rochester, N.Y., is scanning its Universal Product Code coupons, a procedure that may reduce coupon handling time at the checkout as it monitors redemption. Pathmark is moving in that direction, Mr. McKay says, beginning by scanning its own store coupons.

"Theoretically," he says, "a person buys a number of items, the clerk scans them at the checkout and the register's computer retains that scanned data. The store then scans the coupons. The checkout person is immediately alerted to any coupons that don't match up with the scanned items."

Adtronics machines, Mr. Stern says, can be programmed to dispense coded coupons. —D.K.

Stores

(Continued from Page 27)

shoppers," Mr. Fredericksen says. "We know they're out there, but we haven't done anything extraordinary to address them. You hope you do the things that will appeal to all these people."

While some supermarkets toy with ways to attract male shoppers—more automotive items, more point-of-purchase educational material—at least one convenience store chain concentrates its efforts on the distaff side. "The convenience store has always had the male shopper," says Robert Page, president of the 90-unit Quick Chek in Whitehouse Station, N.J. "We wanted the women

in the store. After all, they are 51% of the population."

Quick Chek developed a 7,000-sq.-ft. combination drug and convenience store almost eight years ago, a format it recently expanded with the May installment of salad bars. Quick Chek's 13 "super convenience centers" offer a full-line deli, cut flowers, a cosmetics area with lines from Revlon and L'Oréal, greeting cards and on-premise baking.

More women are shopping in the stores, according to Mr. Page. "It's a new concept," he says. "Some people walk in and don't know what the hell it is. But they seem to gravitate to it. They really like it." The new clientele, he says, includes young professionals and seniors.

Store 24 in Waltham, Mass., is another convenience store reaching new customers with an up-

based company that designed Store 24's new corporate identity. "They weren't talking to

"Demographics are changing, and if we're not doing anything about that, it could be a real problem."

—Don Szalanski, Wetterau

dated design. "The store's old look was balloons, t-shirts piled high, the hippie generation of yesterday," says Elinor Selame, president of Selame Design, the Newton Lower Falls, Mass.-

the yuppie of today."

Selame Design developed the chain's logo and color theme, updated fixtures and outdoor window canopies, among other things.

Further down the East Coast, Giant Foods in Landover, Md., has put a tremendous effort into nutrition awareness. In 1981, the 131-store East Coast chain launched a two-year "diet alert" in a brand-specific program that originally detailed 400 items with low-sodium, fat and cholesterol contents. Expanded to include 1,600 brands, the program requires selected marketers to supply their brands' nutritional content.

The chain has sponsored programs with the National Heart, Lung & Blood Institute, publishing the "Eater's Almanac," which focuses on reducing cholesterol, fat and calories. Fliers, seminars and coloring books for children are included.

"In some ways, Giant has become the nutrition answer man for the Washington area," says Janet Tenney, manager of nutritional programs.

While major chains such as Giant Foods use corporate muscle to address evolving buying patterns, independent grocers often rely on their distributors to develop strategies. This week the marketing minds of Wetterau, a major St. Louis-based distributor, will convene for their annual brainstorming conference.

High on the agenda is a workshop on "meeting the needs of today's changing buying patterns," says Don Szalanski, vp-advertising and promotions for the 2,000-account company.

"People are creatures of habit and they want to continue doing business in the past," he says. "Demographics are changing, and if we're not doing anything about that, it could be a real problem." Mr. Szalanski refers to a "Supermarket Insights" video report on the death of the mass market: "It said that because all the decision makers are in the older age bracket, many retailers are still stuck in the 'Beaver Cleaver syndrome' instead of 'Three's Company.' They think that today's family is a mother, father, little girl and little boy."

"It's not like that anymore, and the statistics prove it," he says. "Some of us recognize that and we want to change."

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Ethnic products satisfy craving for something new

By Sewell Whitney

Intent on satisfying consumer hunger for new dining experiences, food manufacturers are having a food fight—ethnic-style.

New ethnic food products abound, available from both large food conglomerates and small ethnic independents. Mergers and acquisitions, signs of a hot market, are also rampant as industry giants gobble

Sewell Whitney is a free lance writer.

up small, successful ethnic food companies with an appetite that rivals that of their customers.

Why the commotion over previously ignored cuisines? In 1984, sales of ethnic food products surpassed \$4.5 billion, according to Business Trend Analysts, a New York-based research company. Moreover, for the past 10 years market sales have increased at an annual average rate of 10%, BTA reports.

Indeed, in-home consumption of ethnic foods has increased 50% since 1974, according to Market Research Corporation of

America, a Stamford, Conn.-based research company, which publishes "Menu Census."

Like tv's A.C. Nielsen Co. ratings, the "Menu Census" is a detailed consumption diary. The 26-year-old survey is sent to 2,000 households drawn from the U.S. Census. Subscribers include General Foods, Pillsbury, Beatrice, Del Monte, Chun King and Pet Foods.

Most of the reason for growth falls to increasingly sophisticated and venturesome consumers who are rapidly expanding the frontiers of American cuisine, but other market influences include a burgeoning number of immigrants, an increase in the number of two-paycheck homes and advances in food packaging and preparation.

Both consumers and products have been changing, and all have been ingredients in an ethnic

food boom, especially in Italian, Oriental and Hispanic cuisines. Ethnic restaurants also have

"When they discover the variety and versatility of ethnic foods, they want to make them for themselves . . ."

—Mike Paxton
Pillsbury

been more successful, enhancing interest in the various cuisines. In 1984, an annual study by the

Washington-based National Restaurant Assn. found that among the 250 fastest growing menu items in the country, Mexican food was fifth, pizza eighth, and Chinese/Oriental 11th. Decaffeinated coffee led the list.

Restaurants have assumed the prime role in educating the American consumer. "There are many quality representatives and a lot are high-profile," says a spokeswoman for the NRA. "The image and reputation of ethnic foods has been enhanced by these establishments."

Food industry experts agree. "Consumers are exposed to new cuisines through the restaurants they visit," says Mike Paxton, business unit manager-Mexican products for Minneapolis-based Pillsbury Co. "When they discover the variety and versatility of ethnic foods, they want to

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Gourmet

(Continued from Page 45)

business. Frozen dinner prices range from \$1.60 to more than \$4 a serving.

The premium frozen dinner lines, Dinner Classics and Classic Lite, generate about \$275 million for Armour and more than 18% of the frozen dinner market, according to Susan Hanley, Conagra manager of product publicity.

Dinner Classics was introduced in 1980 with eight varieties, making it one of the first premiums on the market. Later as the frozen dinner and entree segment began to take off, Armour brought the line up to 20 varieties in three new product introduction waves over four years. Classic Lite, the lower cal-

orie dinners in the same varieties, was introduced nationally in 1984.

The Armour frozen dinner campaign, created by Bozell & Jacobs, New York, emphasized the slogan, "So good, they belong in the dining room," and ran primarily in print media, including the women's service magazines, and spot tv.

In late August, Armour fired the agency and has yet to select a replacement.

Ms. Hanley would not reveal Armour's ad budget for the rest of the year, but did say the budget would be increased with the appointment of a new agency and the development of a new campaign.

Armour's biggest competition in the premium frozen dinner market is Campbell Soup's Le Menu, introduced in 1982. The

line, which now includes 19 varieties (11 of which were introduced in the past 12 months), generated about \$200 million in sales last year for about 14% of the market, according to Le Menu marketing manager Robert M. Revelle.

Rapid introduction of new products was the hallmark of the premium frozen dinner category during the past three years, Mr. Revelle says, but the introductions may be slowing down because of growing competition from small, entrepreneurial companies, many of them marketing ethnic specialties, and the steady growth and improvement of frozen entrees from such tough competitors as Stouffers' Lean Cuisine.

"A shakeout is imminent," he says. "The category has been growing at 20% a year, and that just can't continue. Manufacturers have been buying their way into the market with heavy trade and consumer promotion—especially a lot of couponing—and they can't keep it up and make money."

Marketing premium frozen dinners, once a breeze, has become difficult for another reason—the limited capacity of the grocer's freezer.

"Everyone is competing for space in the freezer, and you have to work pretty hard to convince retailers that they should stock your present products and your introductions," he says.

As a result, marketers must maintain a strong trade marketing campaign as well as a strong consumer advertising campaign. "You must have a strong trade program because retail awareness of new products is almost as important as consumer awareness these days. And of course, spot television and the women's service magazines remain essentials for consumer awareness."

Ogilvy & Mather, New York, manages the product line's undisclosed advertising budget.

Despite the competition, Mr. Revelle says the Le Menu line will continue to expand. "The future of the business and the

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make them for themselves, and in doing so find that they are fairly economical and fun to prepare."

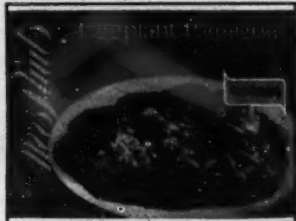
Industry analysts observe that retail sales of food items customarily lag only two to three years behind restaurant sales.

Looking to increase its market share, Pillsbury last year acquired Apollo Foods, a Fairlawn, N.J.-based manufacturer of filo dough and other Greek foods, and Asteca, a Chicago-based maker of corn tortillas.

"We'd like to catch on in the trend in ethnic foods, and we'd like to expand the business that these companies have already," Mr. Paxton says.

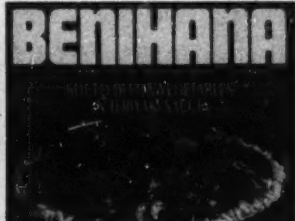
Pillsbury also purchased Long Beach, Cal.-based Van de Kamp's Frozen Foods from General Host Corp. Van de Kamp frozen Mexican dinners and R.J. Reynolds' Patio products race neck-in-neck for the top spot in the \$235 million Mexican frozen food market. Each has about a 15% share.

Reynolds markets other Mexi-



can items through its Del Monte and Ortega lines of dry Mexican foods. Both offer leading shelf lines, including refried beans, sauces, burrito filling mixes and taco shells/kits.

"Mexican may be the only true ethnic in the frozen food case," says Bill Crosson, director-marketing for Van de Kamp. Frozen food shoppers, he says, tend not to shop for a particular



In-home consumption of ethnic foods, such as these varieties, has increased 50% since 1974, according to MRCA.

ethnic cuisine, but rather for a particular frozen food concept, such as low-calorie cuisine.

"A frozen entree/dinner user decides he or she wants a particular style of product—image, ca-



loric content, brand name, convenience of preparation. Most of them [frozen food consumers] are buying a concept first and ethnic second," he says.

The big sellers in this "concept" market are Stouffer's Lean Cuisine (the biggest maker of frozen ethnic foods), Campbell Soup's Le Menu, H.J. Heinz' Weight Watchers and Armour's Dinner Classics.

Mr. Crosson ventures that "Almost 50% of Oriental frozen food is bought for the concept."

However, he says, Mexican food has a special appeal for the yuppie market and is more frequently bought for its ethnicity.

Most ethnic food producers say they are targeting their ethnic foods to the largest demographic, the American population at large. However, sales of these food items remain strongest where the ethnic populace has settled.

Sales of Oriental foods are best on the East and West Coasts. Mexican sales are biggest in the Southwest. Italian foods are an exception, since they have already become "American mainstream," say

(Continued on Page 48)

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development of market share will depend on how well manufacturers guess at the next consumer taste trends.

"It's not good enough to introduce a three-component dinner and let it sit. You have to keep up with the consumers, and the consumers are always looking for something new in taste," he says.

More ethnic meals are likely to be the next introductions, industry experts say, following the rapid increase in popularity of ethnic restaurant cuisine as well as canned and frozen meal components.

"Frozen ethnic foods did extremely well last year and have been doing well for a number of years," says Mr. Chamberlain of Quick Frozen Foods. "They are a certainty for more growth—particularly in the dinner category."

Though Chinese frozen entrees grew rapidly in 1983 with the introduction of the Benihana frozen entrees, Mexican foods generally have been the biggest seller, followed closely by Italian foods, he says.

In 1984, however, Italian frozen food sales passed the \$200 million mark to become the new leader in that category, Mr. Chamberlain says.

With that strong support in mind, consumers can expect more Italian-style dinners this year and next as well as a host of other ethnic-style meals, as marketers begin another wave of product introductions.

"Ethnic food is certainly a hot and growing segment of the market," says Mr. Revell of Le Menu.

"You can expect a virtual explosion of the whole category."

Mr. Revell would not say what ethnic dinners LeMenu has planned, but he confirms the company is looking at new ethnic varieties.

That means that when the commuter train pulls into the suburb, the tired commuting couple will have a lot more dinner choices waiting in their freezer.

Ethnic

(Continued from Page 47)
food company executives.

"Taking Mexican nationwide is tough because 65% of its sales are rung up in the West and Southwest," Mr. Crosson says. "As you move eastward, people's conception of Mexican shrinks. Whereas western consumers appreciate the diversity of Mexican food, easterners think that Mexican means burrito diners," he adds.

"In order for Mexican food to continue to succeed there must be an altering of two perceptions," says Thomas Brenker, executive director of the Washington-based Mexican Food and Beverage Board.

"People still look at Mexican food in terms of Montezuma's revenge and as very hot. That of course is a purely Mexican anomaly more than anything else."

Greater variety is also needed, Mr. Brenker says. "Expanding their offerings is of paramount importance to Mexican restaurants."

"One of the things that gave rise to Mexican food was that consumers were looking for something new. If they [restaurants] don't come up with new things consumers will look elsewhere."

Elsewhere could be Oriental. Health-conscious Americans are looking for foods that are low in calories, nutritious, natural,

tasty and fun to prepare—qualities known within the industry as "hot buttons."

Retail sales of Oriental/Chinese/Japanese foods will double over the next five years to reach \$1 billion by 1990, according to Packaged Facts, a New York-based research company.

than 70% of its sales in this market.

However, the diversity of Oriental food makes room for manufacturers and buyers of everything from teriyaki to tofu.

"One of our main target groups is the yuppie. Someone who appreciates gourmet coffee

pasta. With athletes extolling the virtues of complex carbohydrates, pasta sales have soared.

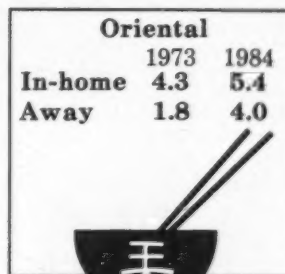
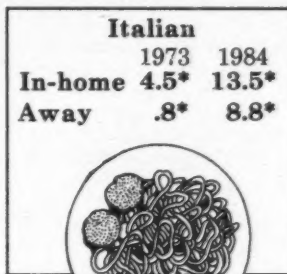
In the four years ending in 1984, total in-home consumption of spinach fettuccini, linguine and other exotic pastas increased 54%, according to MRCA.

Americans continue to eat ethnic

Figures represent the number of times Americans eat these ethnic foods at home and away from home per capita.



*Excludes pizza and some pastas.
Source: Market Research Corporation of America



Packaged Facts also reports that frozen Oriental food is the fastest growing segment in the entire ethnic foods industry.

Reynolds and Beatrice are at the top in this market. Reynolds' strength is its Chun King line of frozen entrees, recently improved to face the mounting competition. Beatrice's La Choy line of more than 44 shelf-stable Oriental foods accounts for more

and fine wines and the like," says Joel Dee, president of Premier Japan, a Union, N.J.-based import company.

"When it comes to our products [ramen noodles, soy sauce, kani bo] we don't expect our customer to be too sophisticated. It's more important that they are interested in expanding their horizons."

"Their sophistication and knowledge are really shown in their preference for quality," Mr. Dee says.

California has been the most receptive area for Premier Japan products, Mr. Dee continues. "But we often find that our success is based on income sensitivity rather than regional sensitivity. We are also seeing great success in both the international and nutritional sections of groceries."

Italian food, meanwhile, remains the most popular ethnic food in America.

According to the NRA, 95% of Americans have eaten in an Italian restaurant at least once.

Retail sales of Italian foods have topped \$1.6 billion, according to BTA, larger than Mexican and Oriental retail sales combined.

Contributing to this success is the current reevaluation of

Not surprisingly, sales of Italian sauces also have soared at an annual rate of 16.7% for the past 10 years according to BTA.

"With pasta being so popular, it's good to have it in our portfolio," says Corin Gendell, senior product manager for Ronzoni Pasta of Ronzoni Foods Co., Hicksville, N.Y., a wholly owned subsidiary of General Foods, White Plains, N.Y.

Ronzoni, for 70 years a privately owned company, was acquired by General Foods in 1984.

In spite of pasta's new image as a nutritious food, "Ronzoni remains targeted to the world of pasta users, from housewives to athletes," Mr. Gendell says. Ronzoni will be one of the sponsors of the New York City Marathon this year.

Major food companies in the Italian market include Campbell Soup, Stouffer and H.J. Heinz.

Campbell's Italian line includes Mrs. Paul's frozen entrees and a variety of sauces under the Prego label, designed as homemade spaghetti sauces. The Camden, N.J.-based company also makes Franco-American.

In response to declining sales for canned pastas, Campbell recently introduced a gourmet

version, Superiors, aimed at maturing baby boomers.

"There has been good response to this product. In fact, we might expand the line," says a Campbell spokesman. "Also, there are plans to market a number of new ethnic items, including some northern Italian-style soups."

Campbell's marketing posture does not include the marketing of only ethnic foods. For years now, it has been selling many of its mainstream products in Spanish to the Hispanic community, using the New York-based Hispanic advertising agency Conille.

Another company in the Italian market is Pillsbury, Minneapolis.

In the estimated \$1 billion frozen pizza market, the company's Totino pizza leads a field of more than 175 companies, reports the Westport, Conn.-based "Food and Nutrition Press" newsletter. Totino is market dominant with a 7.5% share, according to a recent in-house survey, says Dick Anderson, director-marketing. In addition, Pillsbury's other pizza offerings help to rack up an over-all frozen pizza market share of 37.8%.

So what is next on the horizon? Cajun? Thai? Indian? All of the above. The American tolerance for spicy and "hot" foods is growing.

One hot contender for a place at America's dinner tables is Austin, Tex.-based Caliente Chile.

The Tex-Mex product comes in a package that includes seven separate packets, allowing users to mix it with beef to suit their own tastes.

The packets include chili powder (an American invention), onions, garlic, salt (allowing its users the option of leaving it out of their meals), cumin, oregano and "two-alarm" red pepper.

Tv ads state: "If you put in all the pepper, it's two alarm. If you use only half, it's one alarm. If you don't use any, it's a false alarm."

"The heat factor does scare some customers off," says John Nuhn, director-advertising and product development. "But heck, that's what pulls the wagon."

It seems whatever a customer wants, he can get in the growing ethnic food marketplace. ■■■

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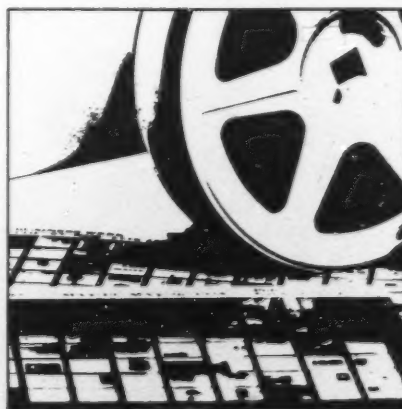
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